



## **Executive Service Position Announcement Strategic Communications Officer**

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### **Position Description:**

The Tennessee Military Department is currently accepting resumes for the position of Strategic Communications Officer (SCO). Under the direct supervision of the Joint Public Affairs Officer for the Military Department, the SCO will be responsible for internal and external communications relative to the Military Department and its state and federal mission. The selected candidate must be willing to work a flexible schedule which may include evenings, weekends or additional hours.

**Minimum Annual Salary: \$44,844**

### **Benefits:**

Insurance (Health, Dental, Life, Vision), Annual, Sick and Military Leave, Flexible Benefits Plan, Retirement, Higher Education Fee Waivers Discounts.

For additional benefits: <http://www.tn.gov/hr/topic/benefits>

### **Essential Job Duties:**

- Strategic Communication Officer (SCO) for the Military Department to include the Adjutant General's office, Administrative Services, TEMA, Army National Guard, Air National Guard, Tennessee Volunteer Challenge Academy and the Volunteer State Guard.
- Support the department's outreach mission to educate the public, local and state stakeholders, federal partners, and other partner organizations on the department's initiatives, programs, and projects.
- Report to the Joint Public Affairs office and serve as a liaison between each division of the Military Department
- Gather, interpret and distribute information necessary to help the department and its partners in fulfilling its mission.
- Serve as the point of contact for all social media for the Military Department to include developing and implementing creative and measurable social media strategies; identifying and interpreting social media trends, partnering with public relations office to provide creative content for the department's website to include information relative to our dual federal/state mission.
- Plan and execute social media programs and initiatives, while working closely with division representatives to ensure content is precise, accurate and timely.
- Establish and maintain sustainable working relationships with individuals, committees and groups, and may be assigned to work in the State's Emergency Operations Center during emergencies or large scale disasters to assist with community outreach/social media coordination.

## **Strategic Communications Officer cont'd**

- Monitor the department's social accounts, post relevant content to each social channel that drives readers to the site. Maintain social media analytics and be proficient in SEO (Search Engine Optimization). Maintain and coordinate community support requests received by the department, in conjunction with the Director, JPAO, determine whether the requests meets the criteria for military support and route to the Chief of Staff for approval.
- Provide training in social media best practices for the organization as a whole, and support executive thought leadership on digital platforms. Prepare reports summarizing the effectiveness of social media strategies and highlight areas of opportunity.

### **Minimum Qualifications:**

- Ability to communicate effectively both orally and in written communications.
- Must have excellent presentation and writing skills, and the ability to organize, synthesize, and communicate complex ideas into understandable concepts for myriad audiences.
- The individual must be agile and adaptable. This big-picture, forward thinking person must be able to effectively manage processes; both internally and externally. Individual must be an effective communicator who gives clear instructions and establishes program direction. Individual must be organized and be able to build and maintain an organized system for maintaining critical agency files and records.
- 3-5 years social media and digital communications experience preferable. Mastery of all relevant social media and messaging platforms including Facebook, Twitter, Flickr, Instagram, Snapchat, and YouTube.
- Strong oral and written communication skills required. Must be able to write and copyedit.

### **Preferred Qualifications:**

- Bachelor's Degree in a Communications related field

### **How to Apply:**

Submit your cover letter and resume detailing your experience in meeting the above requirements by **September 14, 2018**, to the following email address:

**Military Department Joint Public Affairs Office**

[Randy.d.harris@tn.gov](mailto:Randy.d.harris@tn.gov)

**(Subject line should read: Resume for Strategic Communications Officer)**